

TOURISTS, ATTENTION!

WE ARE HEADQUARTERS FOR

ORIENTAL GOODS

PINEAPPLE SILKS in all colors
CHINESE GRASS LINEN, by the piece or yard;
in white and blue.
EMBROIDERED GRASS LINEN CENTERS, SQUARES,
RUNNERS, TABLE COVERS, with napkins to match.
PONGEE SILKS,
JAPANESE HAND-DRAWN LINEN,
HAND-EMBROIDERED SHIRTWAIST PATTERNS,
HAND-DRAWN SILK SHIRTWAIST PATTERNS,
JAPANESE SILKS, in all colors.

Easter Millinery

We have never before submitted so fine a display to the critical inspection of the Ladies of this City; since last week, we have added many New Models, besides

Gage's Pattern Hats

We will feature a new lot of specially trimmed

Easter Hats

from our own work-room, at Special Low Prices. They include the latest ideas from the Millinery Centers. We have a collection of distinctly different styles, which will please you in style as well as in price; there are NO TWO HATS ALIKE. Come and see the new styles and colors. You are welcome to LOOK AND TRY THEM ON.

N. S. SACHS DRY GOODS CO., LTD.



The Macy Sectional Bookcase

stands for the highest quality, the most careful workmanship. All grades are made in Full Sections, Half Sections, Inside and Outside Corner Brackets—affording greater opportunities for artistic and decorative effects than any other known make or kind of bookcase.

H. Hackfeld & Co., Ltd.,
AGENTS

Honolulu Undertaking Co.

1120 FORT ST. PHONE MAIN 170.
NIGHT CALL, PHONE BLUE 901.

M. E. SILVA, MANAGER

CURE YOURSELF!
Use Big 44 for unsatisfactory discharges, inflammation, irritation or ulceration of mucous membranes, Prostatitis, and not astric-ant or pessaries.
Sold by Druggists.
Circular sent on request.

Home Newspapers, Best Promoters

Fred Alies Tells of Southern California Experience

At the luncheon given to the Los Angeles excursionists at the Alexander Young Hotel on Monday the matter of advertising was brought up by Fred L. Alies, and in an interview with a Bulletin reporter this morning he said that in Los Angeles the best results had been obtained by careful newspaper advertising. Mr. Alies is a hustler and knows whereof he speaks.

"What has been your experience in the matter?" the reporter asked. Mr. Alies:

"We have always had our best results in securing permanent home-seekers from direct newspaper work," said Mr. Alies. "For some years I served as secretary of the Immigration Committee of the Board of Trade and afterwards served as secretary of the Southern California Immigration Association. I have always favored newspaper articles and write-ups—more especially confined to the local papers."

"How was your money expended?" "Part of the time in special editions which were mailed to a large list of names, mainly in the mid-Western States and some New England sections. We never sent literature into what is known as the Mainland, or 'the South.' Our first field was in the mid-West. We encouraged newspaper men to visit us and we furnished them with material for editorial letters home. Our best results always came from articles in what is technically known as the 'counter newspaper.' We got small results from the big dailies and none at all, so far as known, from the special editions sent up by the outside metropolitan newspapers."

"Are you not in favor of general pictorial literature?" was asked. "Definitely, yes. But not in so large a measure as it is usually used. A copy of the Bulletin is far away a better advertisement of Honolulu than any pamphlet that can be mailed to a

practical inquirer about these islands. "Mainly for the reason that its editorial columns are a clear index of local business conditions and no other can give that to a practical man. I do not wish to appear presumptuous in this matter, but if I were on duty in your Promotion Committee a very large percentage of all the money raised by the committee, both public and private funds, would be expended on the newspapers published in the islands and very little other literature would be sent out to inquirers."

"I realize that you must have for distribution at railroad depots and information bureaus some printed pamphlets, illustrated with island views. But in the main, the islands can be best advertised through your own press. "The Promotion Committee is doing a magnificent work in advertising the attractions of the Territory, but the newspapers of the islands are doing a great deal more than the Committee can ever hope to do."

OCEANIC TROUBLES REACHING CRISIS

According to all indications, the Oceanic Steamship Company is to go out of business and the ships of the company go to the bondholders and agents, the John D. Spreckels Company. The Chronicle of the 13th has the following regarding the affairs of the company:

The financial affairs of the Oceanic Steamship Company were shown to be in a disastrous condition at the annual stockholders' meeting yesterday, and its extended continuance in the trans-Pacific trade is a matter of doubt. Its three principal steamers, the Sierra, Sonoma and Ventura, plying between this port and Australia, have been discontinued, and the service of the Alameda to Honolulu and the Mariposa to Tahiti is threatened, owing to limited profits in their further operation. The company is struggling under a heavy load of indebtedness and increasing losses, which will probably result in foreclosure by the bondholders.

President John D. Spreckels said yesterday in his annual report: "Every effort has been exhausted in the attempt to place the company's affairs on a profitable footing. In view of the loss, it has become necessary to withdraw the steamer from the Australian service."

Annual Loss Over \$100,000.
It was made known at yesterday's meeting that the net loss during 1931 was \$102,970.54. An overdraft is due J. D. Spreckels & Co. of \$1,875,179.57. A director of the company stated that the company paid regular dividends until 1922, but since then has lost several hundred thousand dollars. The company has been operating Pacific steamers for twenty-four years.

It is admitted by the company that it will probably default in its interest payments on bonds to the amount of \$2,465,000, held by various individuals and concerns. If the accrued interest is not paid in July the property of the company will be turned over to the bondholders on foreclosure. The company is delinquent in the payment of interest for January.

Serious obstacles are in the way of further operation of the Oceanic steamers Alameda and Mariposa, running respectively between this port and Honolulu and Tahiti. The loss of the Japanese immigration traffic, on account of the exclusion act, will cut down the profits on the Hawaiian line, and competition between the Pacific Coast and Tahiti is threatened by the reported invasion of a French steamship line. It is doubtful if the remnant of the Oceanic's business will prove sufficient to keep the company afloat. In view of its heavy bonded indebtedness.

THREE DOLLARS PER DAY ATTRACTS MANY PORTUGUESE TO FRISCO

The news that nearly 200 Portuguese sailed this morning for the Coast on the Alameda has created a good deal of talk among the employees of labor in this city. At first it was thought that the emigrants were from the Portuguese who came over on the Suverio a few months ago, but investigation showed that they were men who have been here for years and that they are going to the Coast for the higher wages which they can command there.

When asked why he was going away just before the Alameda sailed one Portuguese said:

"We are all going to San Francisco to get work there. They are paying \$3 a day for any kind of laborers, and that is far more than we could ever expect to make here. We don't like to leave Honolulu, but we want to get higher pay, and can see no chance of it here. I expect that others will go on the next trip of the Alameda, as there are many of our people here who are dissatisfied."

"No, no one asked us to go or promised us work when we got to the Coast, but we know that we can all go to work and get better pay than we have here, and it will not cost us any more to live than it does here."

E. D. Tenney, of the Immigration Board was asked if he had any explanation of the Portuguese exodus. He said that he had tried to secure information, but got nothing satisfactory. The emigrants are old residents. "It makes me tired," was Mr. Tenney's side remark, expressing his disapproval of this class of people going away at this time.

STEAMER ENTHUSIASM RUNS HIGH AMONG LOS ANGELES LEADERS

"I believe this mix-up of the Oceanic service will cause our Los Angeles people to take up the steamship passenger service between San Pedro and Honolulu very seriously," said Mr. Knight, who is the press agent of the Los Angeles party.

"Mr. Wiggins said last evening that if he had twenty more representative business people of Los Angeles with him on this trip he would be able to promise to put on a line of steamers within six months."

"But those who are here will carry the enthusiasm back with them and I would not be surprised to see things moving for closer permanent connections between our cities."

GOVERNOR SIGNS BILL

The Governor this morning signed the Act relating to the reports of District Magistrates. Heretofore they have been rather subsidiary to and under the direction of the Circuit Court, an arrangement which has proved unsatisfactory. Hereafter they will be directly responsible to the Chief Justice, according to the provisions of the new act.

Evening Bulletin 75¢ per month.

P. E. R. Strauch

FOR RENT.
Furnished 5r. cottage, Manoa Valley, Ideal Summer Home. Large Pool for swimming. Mountain air. Stable. Near car line.—\$15.00 per m.

FOR SALE.
7-room house near Kailani School. Newly papered and painted. Toilet and bath. Insurance \$800. Very cheap; \$1,300. Easy Payment. WAITY BLDG. 74 S. KING ST.

HAUKEA DISCUSSED IN SECRET SESSION

The Board of Supervisors at their meeting last night went into executive session to discuss Sheriff Haukea and his action of a few days ago in refusing to accept prisoners in Judge Robinson's court room. Reporters and all others who were not members of the Board were excluded from the room. Just why such action was taken no one would say. Someone suggested that it might be because of the opinion of the Supervisors regarding the Sheriff are unfit for publication, but this may be putting it a little too strongly.

In any event, there is trouble in sight for the Sheriff, who by his action practically defied the Board, saying that the trouble might as well come to a head. It is rumored that an effort may be made to impeach Haukea, but whether any such attempt will be made or not the Supervisors refused last night to say. But they hinted pretty broadly that there is serious trouble looming large on the horizon for the beleaguered Sheriff.

Aside from this matter of the executive session, only routine business was transacted. It was resolved to move the rock mill from the Makiki quarry to the Government quarry on the John R. estate property at Kaimuki. In connection with this move a tentative suggestion was made by Dwight and Hueston that Harry Wooten, formerly chief engineer of the Road Department, should be installed for the purpose of taking care of the machinery during the moving.

But this suggestion nearly threw Archer into a fit. He became wildly excited and more obstinate than usual. "If Sam Johnson can't do the work himself," he snorted, "we ought to fire him and get someone who can." Dwight recognized that the time was not ripe for getting Wooten back in and dropped the subject.

CABLE NEWS

Additional Cable News on Page 1.

CALIFORNIA'S FLOODS DO HEAVY DAMAGE

San Francisco, March 19.—The damage by the floods at Oroville amounts to a million of dollars. A number of Chinese have been drowned and the railroad and telegraph lines in the San Joaquin and Sacramento valleys are damaged. Ten have been drowned in the San Joaquin. A portion of Stockton is flooded.

NOTED AUTHOR DEAD

Boston, March 19.—Thomas Bailey Aldrich is dead.

Aldrich was born in Portsmouth N. H. in 1836. His younger days were spent in the South. He was the author of several latter day tales, namely, "Fanny and Thorpe," "The Queen of Sheba," "The Stillwater Tragedy," and others.

EUROPEAN JEWS SUFFER

Bucharest, March 19.—Two thousand pennants have raised Bessarabia and plundered the Jews.

Vienna, March 19.—There is a serious anti-Jewish movement in Romania.

LEPROSARIUM BIDS

Lucas Bros. by today's mail received the following official figures of the bids for the leprosarium construction: Thompson, \$125,000, to be completed in 18 months.

Henry H. Pries, \$294,000, to be completed June 1, 1938.

Lucas Bros., \$180,000, to be completed in 18 months.

Underneath the electric light button in the bedrooms in a popular hotel on The Hapag are these words: "The electric light shares not be touched."

THE DISCOVERER

Of Lydia E. Pinkham's Vegetable Compound, the Great Woman's Remedy for Woman's Ills.



LYDIA E. PINKHAM

No other medicine for Woman's Ills in the world has received such widespread and unqualified endorsement.

No other medicine has such a record of cures of female illnesses or such hosts of grateful friends as Lydia E. Pinkham's Vegetable Compound.

For more than 30 years it has been curing all forms of Female Complaints, Irregularities and Periodical Pains, Weakness of the Stomach, Indigestion, Rhotting, Nervous Prostration, Headache, General Debility quickly yield to it; also deranged organs, causing pain, dragging sensations and backache. Under all circumstances it acts in harmony with the female system.

It removes that wearing feeling, extreme lassitude, "don't care" and "want-to-be-left-alone" feeling, excitability, irritability, nervousness, dizziness, faintness, sleeplessness, dizziness, including all the "blues." These are indications of Female Weakness, or some derangement of the organs, which this medicine cures as well as Chronic Kidney Complaints and Backache, of either sex.

Those women who refuse to accept anything else are rewarded by a hundred thousand times, for they get what they want—a cure. Sold by Druggists everywhere. Refuse all substitutes.

Something Stirring

—AT—

Yee Chan's Store

Grand round-up sale previous to removal to Castle & Cooke's old Building.

We will offer our entire Stock of DRY GOODS, CLOTHING, LADIES' AND GENTS' FURNISHING GOODS, HATS, BOOTS, SHOES, etc., AT COST and in many instances BELOW COST!

FIGURED LAWN 20 yds. for \$1.00
FINE SHEETS (Large Size) 81 x 90 65¢ each
HEAVY WHITE QUILT (Large Size) 75¢ each
LADIES' VESTS 5¢ each, 6 for 25¢
LADIES' VESTS (extra heavy) 10¢ each, 3 for 25¢
LADIES' UNDERSKIRTS from 50¢ up
LADIES' NIGHT GOWNS from 50¢ up
HEAVY TURKISH TOWELS from 3¢ apiece up
MEN'S GOLF SHIRTS from 35¢ apiece up
MEN'S UNDERSHIRTS from 15¢ apiece up
MEN'S SOCKS from 5¢ a pair up

YEE CHAN,

1005-1009-1013 NUUANU STREET, NEAR KING STREET.

PACIFIC TRANSFER CO.

WILL CALL FOR YOUR BAGGAGE

We pack, haul and ship your goods and save you money.

Dealers in STOVE WOOD, COAL and KINDLINGS.

Storage in Brick Warehouse, 12c King St. Phone Main 55



We Just Got 'Em

New Lot SPRING SUITINGS just arrived.

We make 'em to your measure at ready-to-wear prices.

\$20 to \$30

Geo. A. Martin, Hotel St.

Nothing More Becomes the Average Person Than a Stylish Straw or Panama Hat

And a recent shipment places us in a position to offer the Latest and Best Styles in Straw Hats for men and Panama Hats for both men and women. This shipment gives us a large assortment, one in which there is surely the hat for you.

M. McInerney, Ltd. HABERDASHER AND CLOTHIER.
Fort and Merchant Sts.